

L&N&W

LABEL & NARROW WEB



NEW ESSENCES

Herbal
essences

totally
twisted

CURLS & WAVES
SHAMPOO

95509078

WITH A FUSION OF
french lavender twist
&
jade extracts

I'm deliciously bent
and your hair is, too

12 FL OZ (355 mL)

2010
Media Planner

Comprehensive Coverage

Label & Narrow Web's purpose is to educate and inform our readers — industry professionals in all disciplines — about issues that help them improve their businesses. We examine the critical aspects of converting technology, the intricacies of end-use markets, geographical areas of growth, and the business issues that affect everyone. We report on new products and processes, on materials and prepress, on printing and converting, on sales and marketing, and on business management strategies and practices. We explore the world's label markets and examine converters' operations, both in our printed editions and online. Each issue covers news, business developments, new products and technologies, industry people, and upcoming events.

Label & Narrow Web keeps readers informed about industry events and conferences, including meetings of the Tag & Label Manufacturers Institute (TLMI), FINAT, the Flexographic Technical Association (FTA), regional label manufacturing associations, and major trade shows such as Labelexpo. Bonus distribution of the magazine in the year 2010 will occur at the TLMI Converter Meeting, the FTA Forum, the FINAT Congress, Labelexpo Americas, and the TLMI Annual Meeting.



labelandnarrowweb.com

Label & Narrow Web readers around the world have access to all of the publication's current feature articles — including our International Buyers Guide — via the Internet at www.labelandnarrowweb.com. Industry news, new product news and personnel changes are published online as we learn of them, which makes *L&NW's* website a daily source of critical information for converters and suppliers worldwide. In addition, our web archive of feature articles dates back to 1999.

Insightful Columns

One of *L&NW's* most valuable assets is its array of news and opinion from a talented team of columnists who address a multitude of topics in each issue. They include John Penhallow, our Europe correspondent; Calvin Frost of Channeled Resources, who examines environmental issues; Tom Southworth, who writes about Lean Manufacturing; Larry Arway, who reports on interactions and label developments between customers and converters, and Peter Renton, who educates us about educational and informative blogs. In each issue we publish a Narrow Web Profile, an in-depth look at the operations of a narrow web converter. Our regular departments include Industry News, Industry People, Association News, Narrow Web Products, trade show and association coverage, and a calendar of industry events.

Special Editions

International Buyers Guide



Our annual International Buyers Guide is a detailed directory of the industry's major suppliers and the consumables, equipment and services they provide. An A-Z supplier listing provides company contact information and a list of

products offered. Published in our July/August issue, as well as at our web site, this valuable directory includes three cross references by category of goods and services provided. Advertisers in this special issue appear in bold type.

Companies to Watch

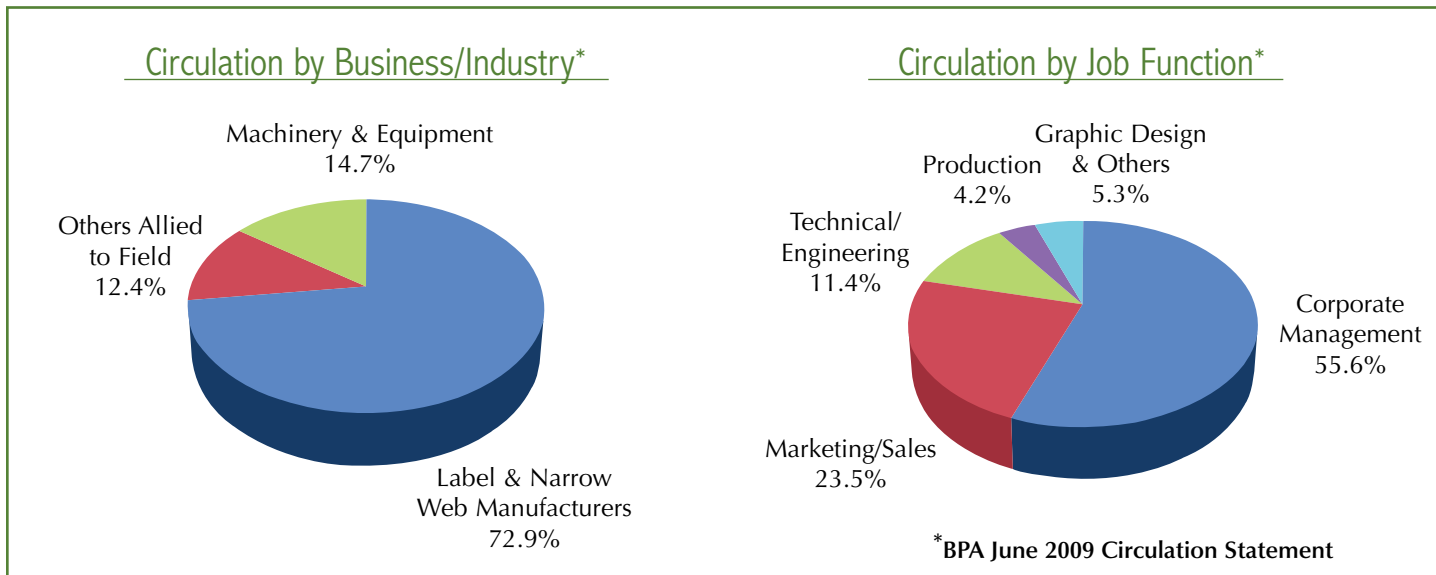


This annual feature pays tribute to a select group of converters who are making noteworthy contributions to the health of the industry. Featured in October, "Companies to Watch" profiles successful entrepreneurs who

have made quality, customer service and technological innovation their trademarks.

Label & Narrow Web is a controlled-circulation (by request) four-color publication with an audited circulation of more than 10,000. This initial base of recipients has been developed over the past 10 years. In 1998, *Label & Narrow Web* received its initial BPA audit. For more information, contact Kathleen Scully.

Subscriptions are available to all qualified US and international label and narrow web professionals. *Label & Narrow Web* is received by decision makers at label and narrow web manufacturing companies, including top executives, marketing directors, manufacturing directors, production managers, graphic designers and prepress managers, and other purchasing decision makers.



Readership**

Readership is expected to pass the initial base of 10,000 through pass-along to at least two other readers, increasing potential total readership to nearly 30,000. An aggressive circulation effort permits us to quickly place new readers on our list.

** Publisher's own data (July/August 2009), and independent ad research study (January 2009)

Advertiser Index

Subscribers from around the world have 24-hour access to our advertisers' contact information by visiting our website and clicking Ad Index.

Readership of Competitive Trade Publications

An independent readership study conducted by Ad•Q Studies, a division of Harvey Research Inc., in 2009 revealed that *Label & Narrow Web* is read by more subscribers than any other magazine in the industry.

Trade Publication	Receive Personally Addressed	Read Regularly (At Least Half the Issues)
Converting	62%	33%
Flexo	45	24
Label & Narrow Web	100	46
Labels & Labeling	53	27
Package Printing	53	27
Paper Film & Foil Converter	52	25

Ad•Q Survey, January 2009

Special Print & Online Opportunities

- Classified Listings in every issue
- Company Profiles 2010 (March Supplement)
- Literature Showcase (May/June & Nov/Dec): \$700 net
- International Buyers Guide (July/August)
- Supplier Gallery (March & September): \$1,000 net
- Labelexpo Americas Issue (September)
- Homepage Showcase (April & October): \$800 net
- "Live From Labelexpo" Show Daily (September)
- Market Research / Ad•Q Study (Jan/Feb)

* For more online information, see the online media kit

2010 Advertising Rates & Digital File Specifications

Black & White Ad Rates

Size	1x	4x	8x	16x
Full Page	\$2,865	\$2,665	\$2,455	\$2,245
Two Thirds	\$2,415	\$2,255	\$2,090	\$1,925
Half Island	\$2,105	\$1,955	\$1,800	\$1,655
Half Page	\$1,885	\$1,755	\$1,625	\$1,485
One Third	\$1,495	\$1,395	\$1,295	\$1,195
One Quarter	\$1,195	\$1,115	\$1,035	\$955

Color

Color	Page	Spread
standard*	\$600	\$1,000
matched*	\$750	\$1,200
metallic*	\$950	\$1,600
4 color*	\$1,150	\$1,900

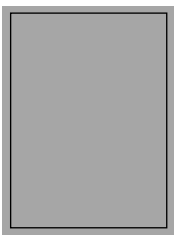
* standard yellow, green, blue or red
* Per page or fraction
Effective January 1, 2010

Classified Advertising Rates*

Per Column inch	\$110
Per Column inch 4X	\$100
Per Column inch 8X	\$90
Help Wanted	.75¢/word \$30 minimum
Situation Wanted	.50¢/word \$20 minimum
Blind Box	\$5

* classified rates are non-commissionable

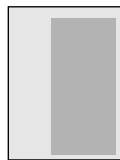
Ad Sizes



Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)



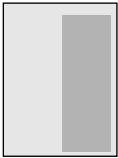
Two Thirds
4.5" x 9.5"
(114mm x 241mm)



Half Island
4.5" x 7.5"
(114mm x 190mm)



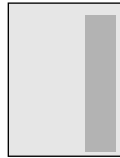
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



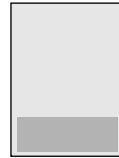
Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



One Third Square
4.5" x 5"
(114mm x 127mm)



One Third Vertical
2.125" x 9.5"
(54mm x 241mm)



One Quarter Horizontal
7" x 2.375"
(178mm x 60mm)



One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600.

Non-commissionable.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

Publisher's Policy

- Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
- Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
- In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

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Digital File Specifications

- All material submitted must be in PDF format that meets the *PDF/X1-a* requirements. See the prepress section of our website for more information: rodmanpublishing.com/prepress
- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- Changes or corrections** to submitted files will result in additional charges to the advertiser.
- Trim size:**
8" x 10.75" (203 mm x 273 mm).
Keep live matter at least .5" (12.7 mm) from trim edges.
- Bleed page and insert page size:**
8.25" x 11" (209 mm x 279 mm)
Max weight of insert stock: 100 lb. cover.

Send all print materials to:

Cheryl Coviello, Production Manager
LABEL & NARROW WEB
70 Hilltop Road, 3rd floor
Ramsey, NJ 07446 USA

E-mail: cheryl@rodpub.com
Pre-printed inserts, call for instructions:
201-880-2230

FTP Information

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTftp, etc.)
Web browser access is *NOT* permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website
for more information:
rodmanpublishing.com/prepress

JANUARY/FEBRUARY

Market Focus: Latin American Label Markets

Technology Update: Prepress Developments

Product Review: Doctor Blades

Narrow Web Profile

Special Bonus:

Independent Ad Research Study

Bonus Distribution:

TLMI Converter Meeting, March 7-10

Ad Closing: Dec. 10, 2009

JULY/AUGUST

2010 International Buyers Guide

- Complete Supplier Listings
- Consumables
- Equipment
- Services

Mid-Year Economic Report

Labelexpo Americas Product Preview

Bonus Distribution:

Labelexpo Americas 2010, Sept. 14-16

Ad Closing: June 10

MARCH

Market Focus: Security Labeling

Technology Update: Offset Printing

Product Review: Label Applicators

Narrow Web Profile

Supplier Gallery

Ad Closing: Feb. 11, 2010

* **Company Profiles 2010 (see below)**

SEPTEMBER

Market Focus: Pharmaceutical Labels

Technology Update: Shrink Films

Product Review: Paper Substrates

Narrow Web Profile

Labelexpo Exhibitor & Product Guide

Supplier Gallery

Bonus Distribution:

Labelexpo Americas 2010, Sept. 14-16

Ad Closing: August 11

APRIL

Market Focus: Medical Label Developments

Technology Update: Anilox Rolls

Product Review: Anilox Cleaners

Narrow Web Profile

Homepage Showcase

Bonus Distribution: FFTA Forum, May 2-5

Ad Closing: March 10

OCTOBER

Companies to Watch

Market Focus: In-mold Labels

Technology Update: Foil Substrates

Product Review: Testing Equipment

Labelexpo Americas Post-Show Report

Homepage Showcase

Bonus Distribution: TLMI Annual Meeting, Oct. 17-20

Ad Closing: Sept. 10

MAY/JUNE

Market Focus: Asian Label Markets

Technology Update: Flexo Plates

Product Review: Platemaking Systems

Narrow Web Profile

Literature Showcase

Bonus Distribution: FINAT Congress, June 9-12

Ad Closing: April 10

NOVEMBER/DECEMBER

Market Focus: Middle Eastern Label Markets

Technology Update: Digital Printing

Product Review: Laser Diecutting

Narrow Web Profile

TLMI Awards

Literature Showcase

Ad Closing: Oct. 10

COMPANY PROFILES 2010

Label & Narrow Web's special Company Profiles 2010 issue, which will be mailed with our March 2010 issue, is devoted solely to advertorials and advertising from participating companies. Those who run a full page ad, for example, will receive a full page of advertorial. This is an unprecedented opportunity for industry suppliers to tell their own stories in their own words and pictures.

Ad Closing: Jan. 20, 2010

Label & Narrow Web is highly regarded among its subscribers for the breadth and depth of its features and columns. The following are some of the topics we have covered in the recent past.

MARKET FOCUS

International Label Markets:
 Europe
 Asia
 Latin America
 Central & Eastern Europe
 RFID
 Smart Labeling
 Pouches
 Beverage Labeling
 Pharmaceutical Labeling
 Paper Substrates
 Film Substrates
 Foil Substrates
 Folding Carton
 Flexible Packaging
 Security Labeling
 Promotional Labeling
 Industrial Labeling
 Beauty & Personal Care
 Household Products Labels
 Wine Labeling
 In-mold Labeling
 Food Labeling
 Shrink Labeling

TECHNOLOGIES

Adhesives
 Foil Applications
 UV Curing
 Sleeves
 Color Management
 Digital Printing
 Embossing
 Flexo Color Management
 Coupon Construction
 Process Color
 Gravure Printing
 Photopolymer Processing
 Rebuilds & Retrofits
 Servo Technology
 Postpress Technologies
 Laser Diecutting
 Prepress Imaging
 Linerless Labels
 Rotary Screen Printing
 Surface Tension Treatment
 Flexographic Advancements
 PLA Substrates
 Special Effects Printing
 Midweb Flexo

PRODUCT REVIEWS

Bar Code Verifiers
 Slitter Rewinders
 Release Liners
 Platemaking Equipment
 Web Handling
 Specialty Films
 UV Lamps & Systems
 Inkjet & Digital Inks
 Splicers
 Proofing Equipment
 Plate Mounters
 Specialty Ink
 Rotary Dies & Tooling
 Anilox Rolls
 Folders, Sheeters, Stackers
 Computer-to-Plate Systems
 Corona Treaters
 Inspection Equipment
 Doctor Blades
 Materials Handling
 Register Controls
 Metallic Inks
 Print Management Systems
 Static Control
 Specialty Papers
 Matrix Removal

BUSINESS & OPERATIONS

Prepress Troubleshooting
 Broker Relationships
 Clean Pressrooms
 Economic Updates
 Equipment Buying
 Direct Machine Monitoring
 Lean Manufacturing
 Acquisitions
 Internet Marketing
 Reverse Auctions
 Sales Performance
 Anilox Roll Management
 Shop & Equipment
 Maintenance
 Pressroom Operations
 Quality Control
 Label Pricing
 Continuous Improvement
 Plant Safety
 Greening the Workplace
 Equipment Acquisition

Our Columns

NARROW WEB EUROPE

By John Penhallow

Offset/flexo Combinations
 Color Inkjet Printing
 Automated Roll Handling
 UV Based Brand Protection
 Multi-metallic Printing
 New Flexo Technologies
 Packaging Workflows
 Plastic Recycling
 Linerless Labels
 Blister Packs
 Data Protection

LETTERS FROM THE EARTH

By Calvin Frost

Seeking Change, Finding Results
 The Environmental Specialist
 Fighting 'Green Fatigue'
 Project LIFE
 Learning from Students
 Driving Green
 Crisis and Commitment
 Better Chemistry
 Waste & Consequences
 Hope for Leachate

PRINTING LEAN

By Tom Southworth

Manufacturing Extension Partners
 'Clean' Manufacturing
 Kaizen
 Kanban
 Reducing Setup Time
 Value Stream Mapping
 The Seven Wastes
 Reducing Inventory
 Training
 Total Productive Maintenance
 Quality Toolkit